

Library Service Delivery to Mobile Devices – Student Response

Sarah-Jane Saravani

Learning Hub Manager, Wintec

sarah-jane.saravani@wintec.ac.nz

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Background to Study

- Doctoral study on *library staff preparedness to deliver services to mobile devices*
- Surveyed 8 ITP and 8 TAFE sector students – *How do students perceive mobile library services*

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TAFE and ITP sectors

VET (Vocational Education and Training)

VET sector - more than 4500 RTOs operating within schools, universities, enterprise RTOs, community providers, other private providers and 58 TAFEs (Technical and Further Education)

18 ITPs (Institutes of Technology & Polytechnics)

Bradley University (2008)

Survey of 766 US academic librarians - are librarians aware of how their patrons use handheld devices?

50% didn't know, 19% use m-devices in their work, 68% do not purchase databases or products accessible to m-devices, 59% had not reformatted library content, 2.1% libraries were committed to providing services to m-devices

Washington State University Library (2009)

126 students surveyed on which library services they would use on an m-device

45% would search the catalogue, 51% visited the library catalogue at least a couple of times per month – of these 62% would be willing to access via m-device



University of Edinburgh (2011)

No m-services yet. Surveyed 1716 students -

60% thought searching the library catalogue and viewing their patron record to be very useful

55% thought checking PC availability and also reserving an item on loan would be very useful

Students were not interested in reading or writing reviews, sharing items, using library maps, receiving alerts or library statistics.



Review of other surveys

Ryerson University (2008) – majority of students use cell phones for email, texting, Facebook, internet browsing, taking photos, music

California Digital Library (2010) – 295 students accessing known materials and quick information, online databases and catalogues

Cambridge University (2009) – students accessing library catalogue, opening hours, location, contact information and borrower record

Huddersfield University (2010) – students reluctant to use the mobile web unless absolutely necessary

In summary

Students appear to be interested in mobile library services only when there is a perceived need and immediate benefit

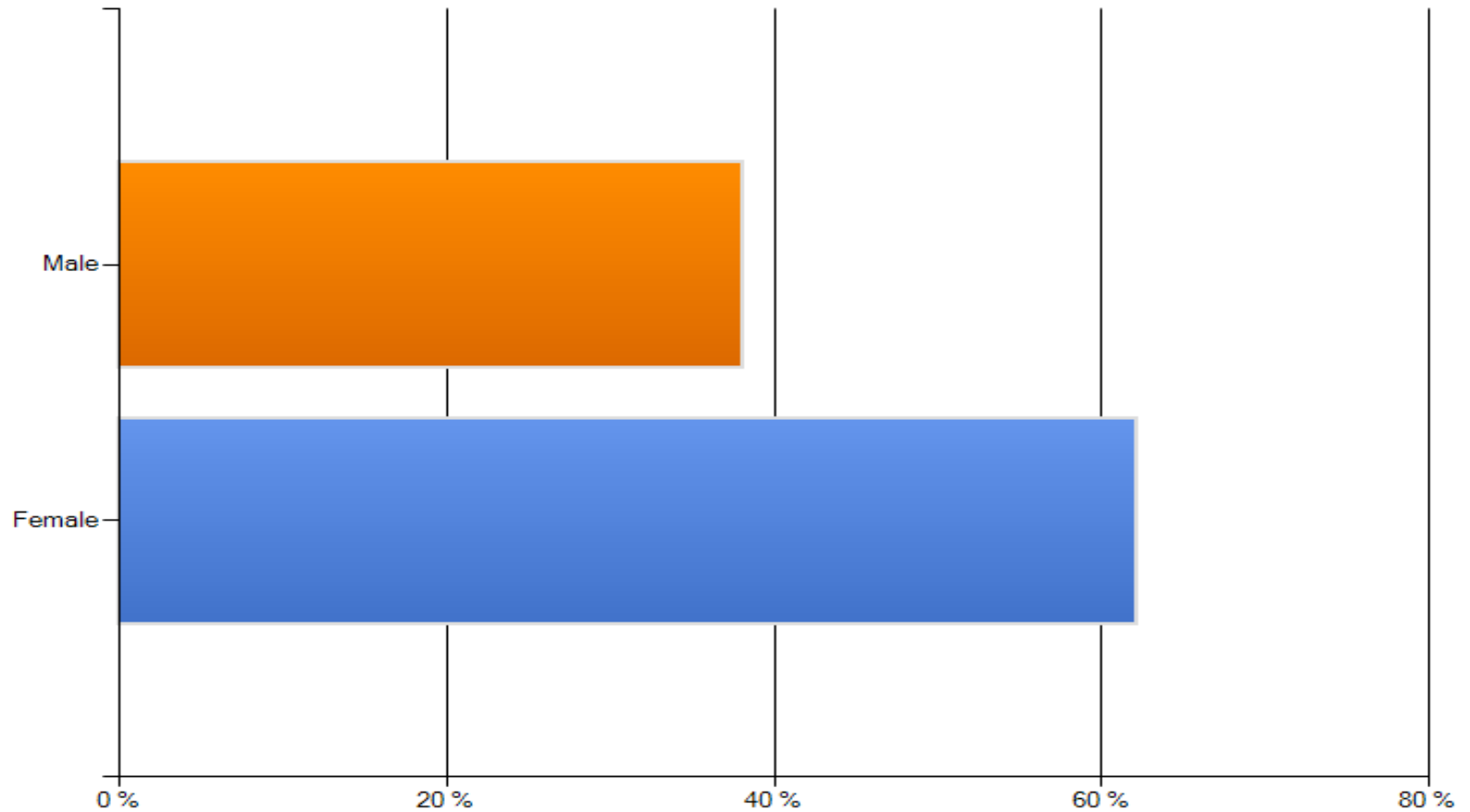
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What mobile services do you offer?

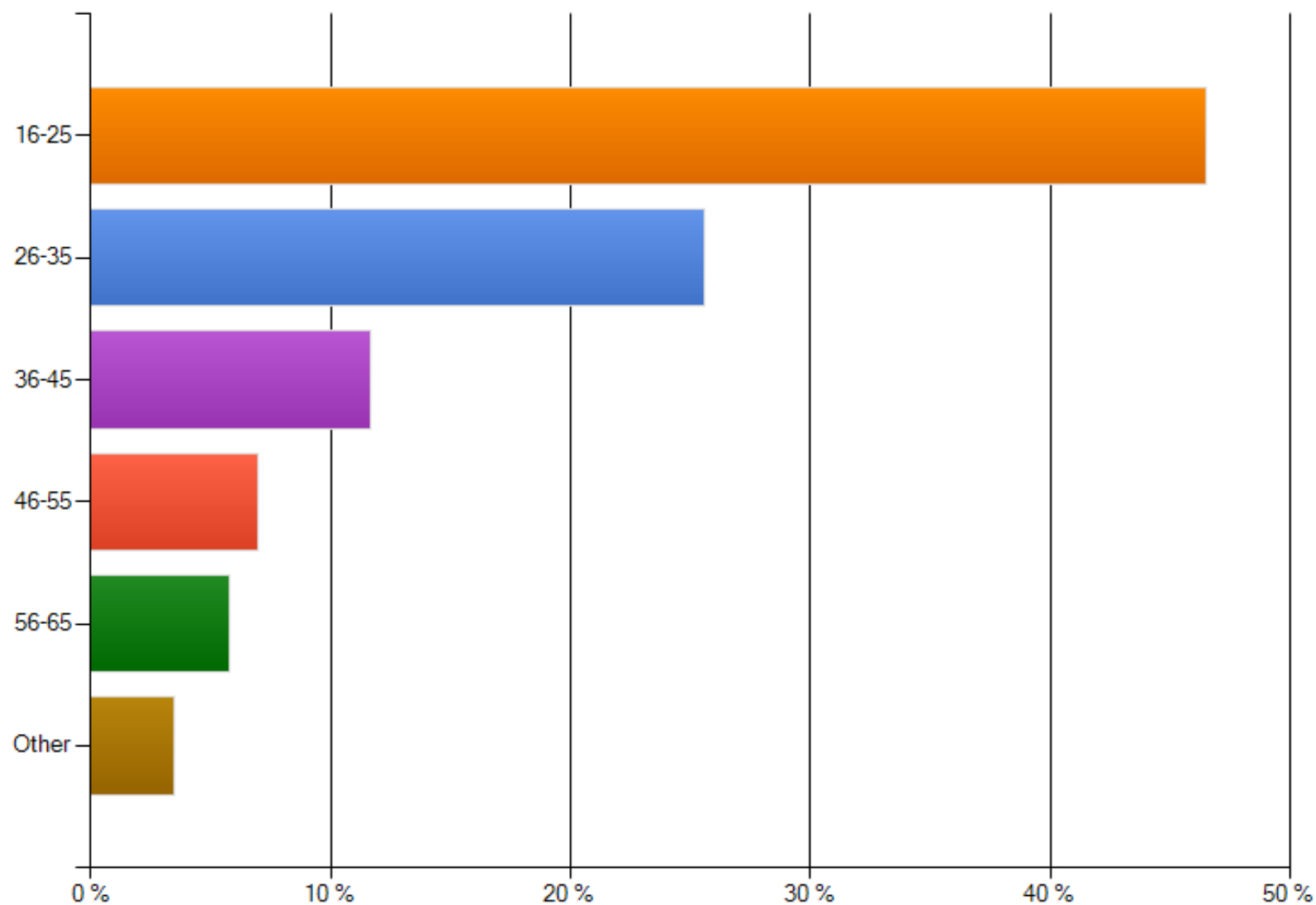
Which ones do your patrons use?

How do you know?

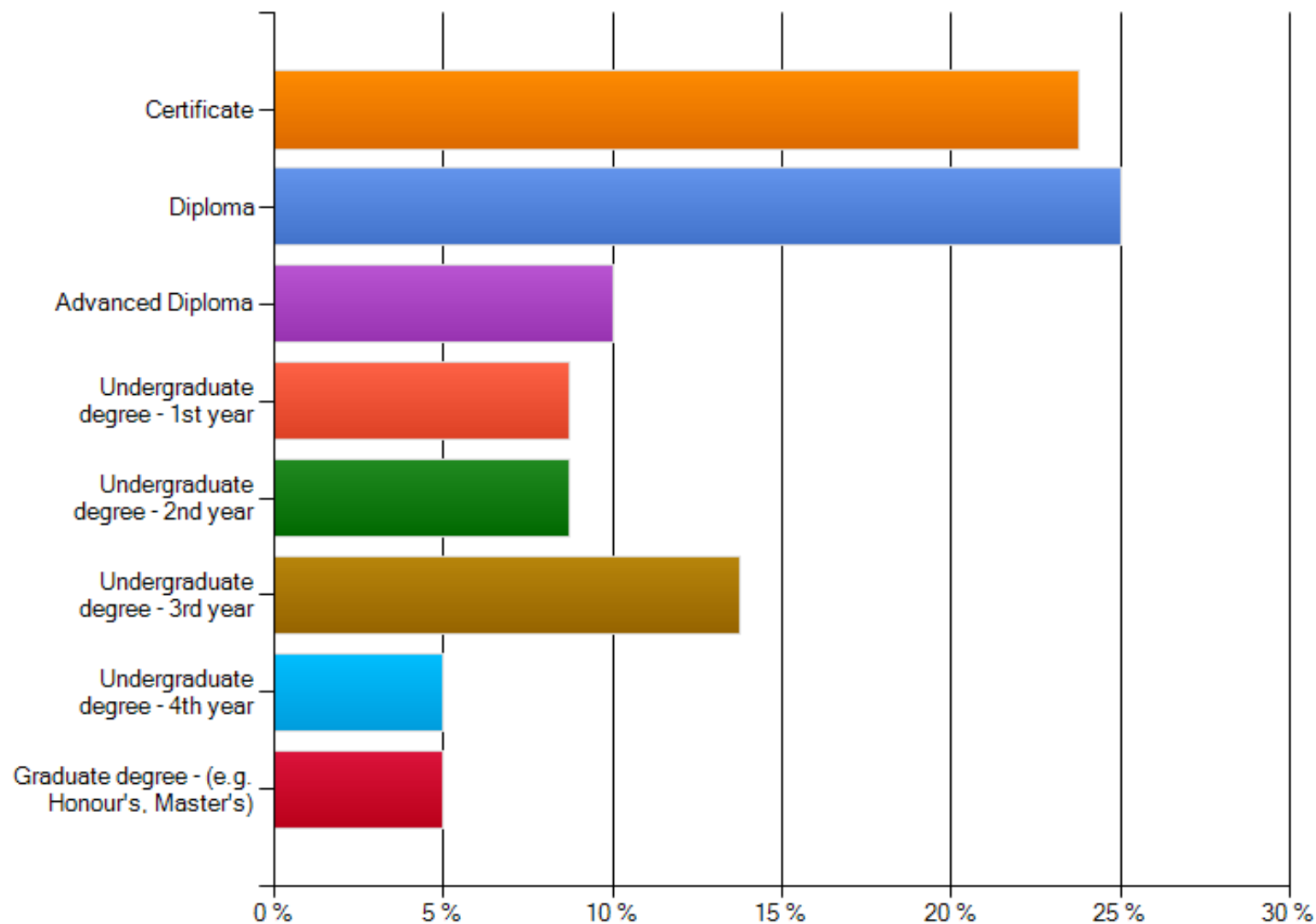
Gender



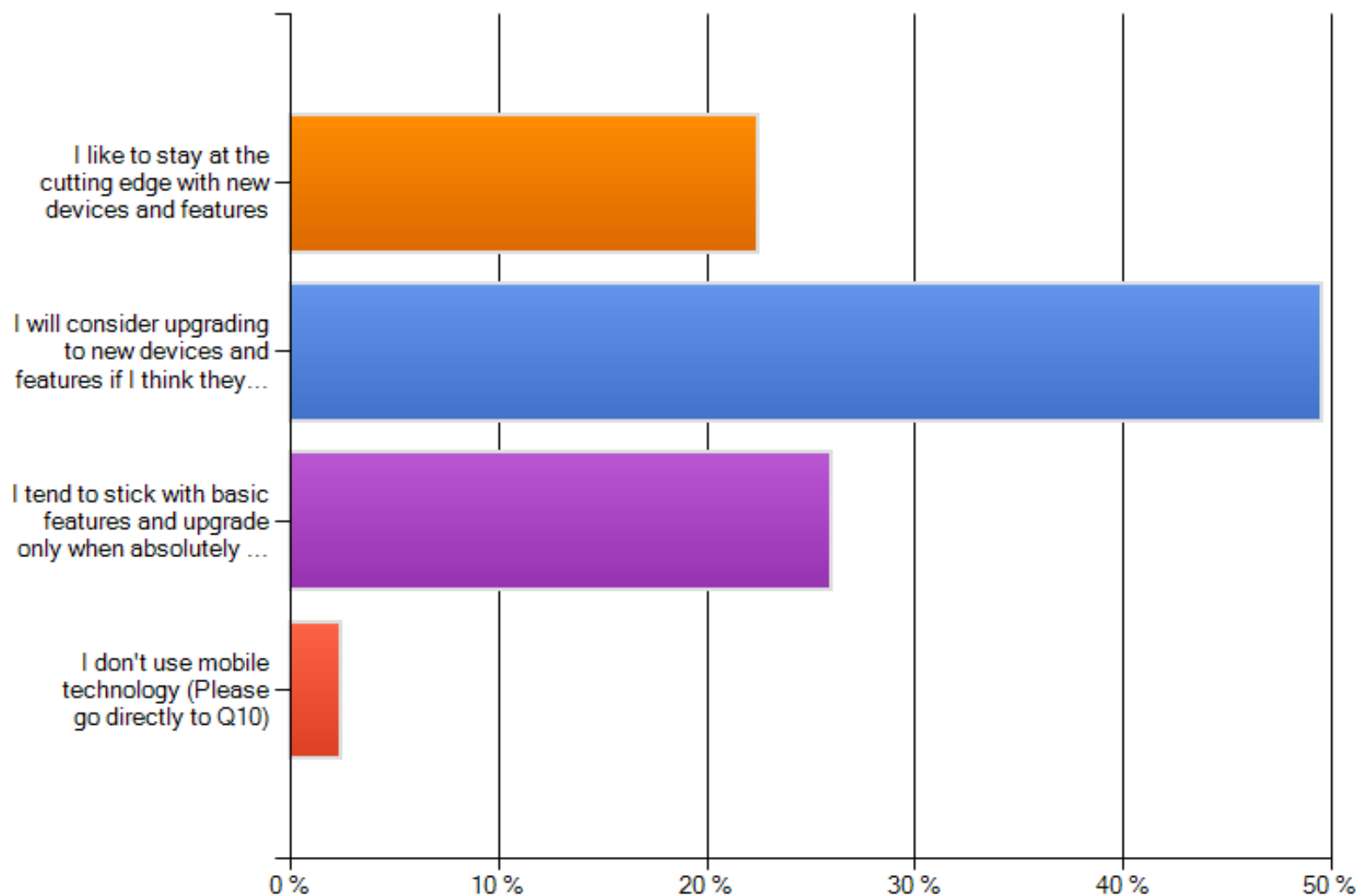
Your age group is



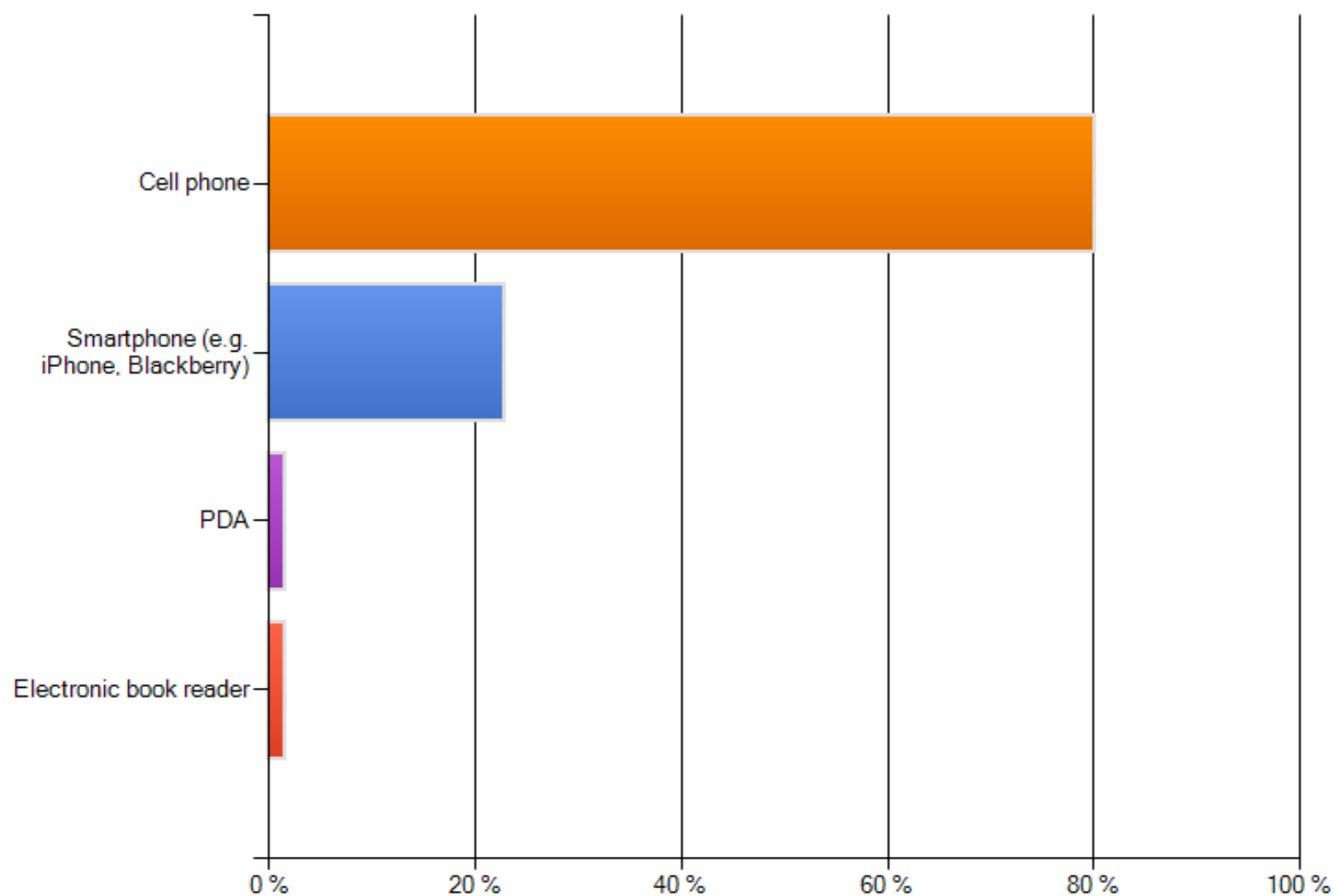
Which of the following best describes the level of the course you are undertaking?



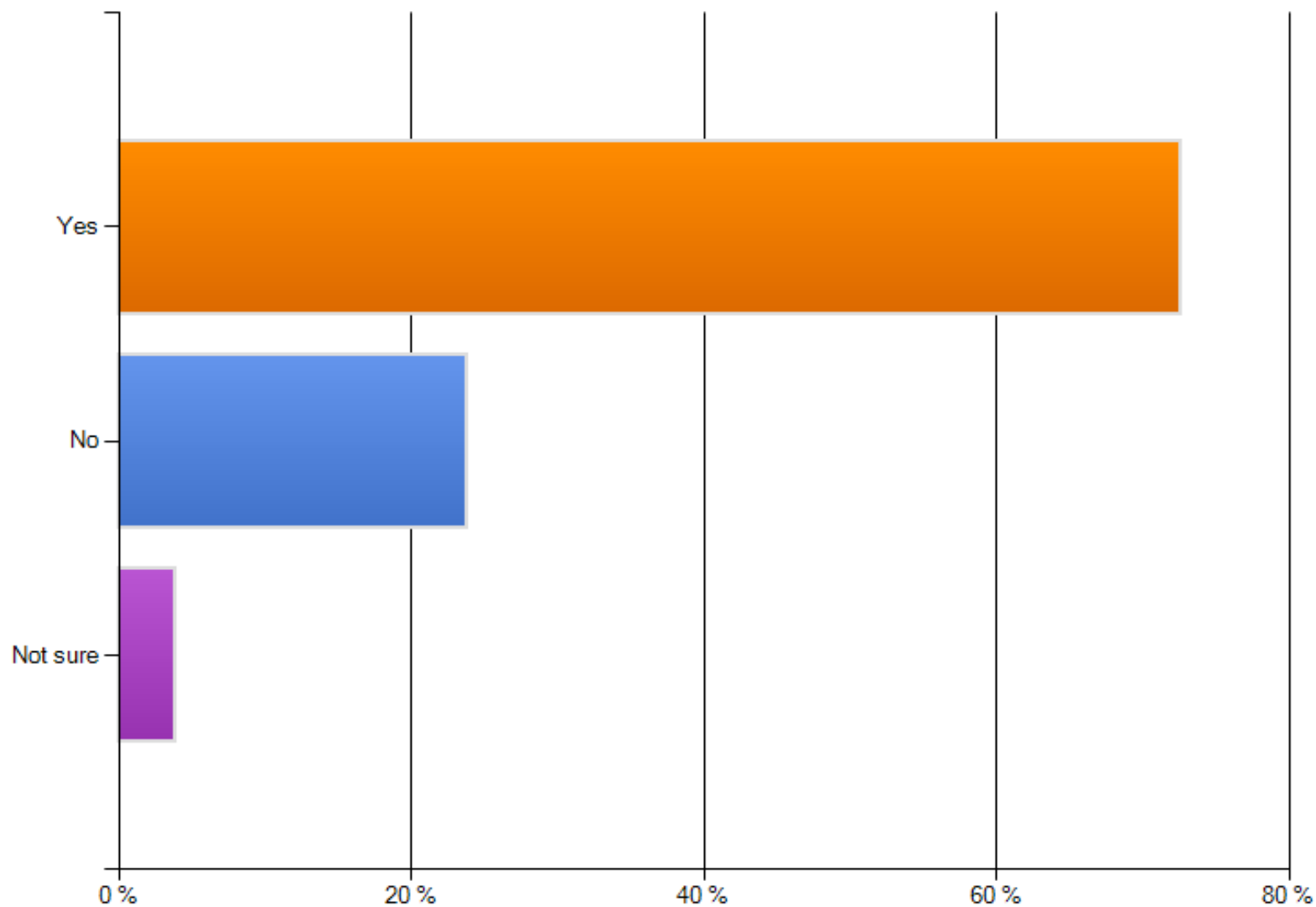
Which of the following best describes your attitude towards adopting new technologies in mobile devices?



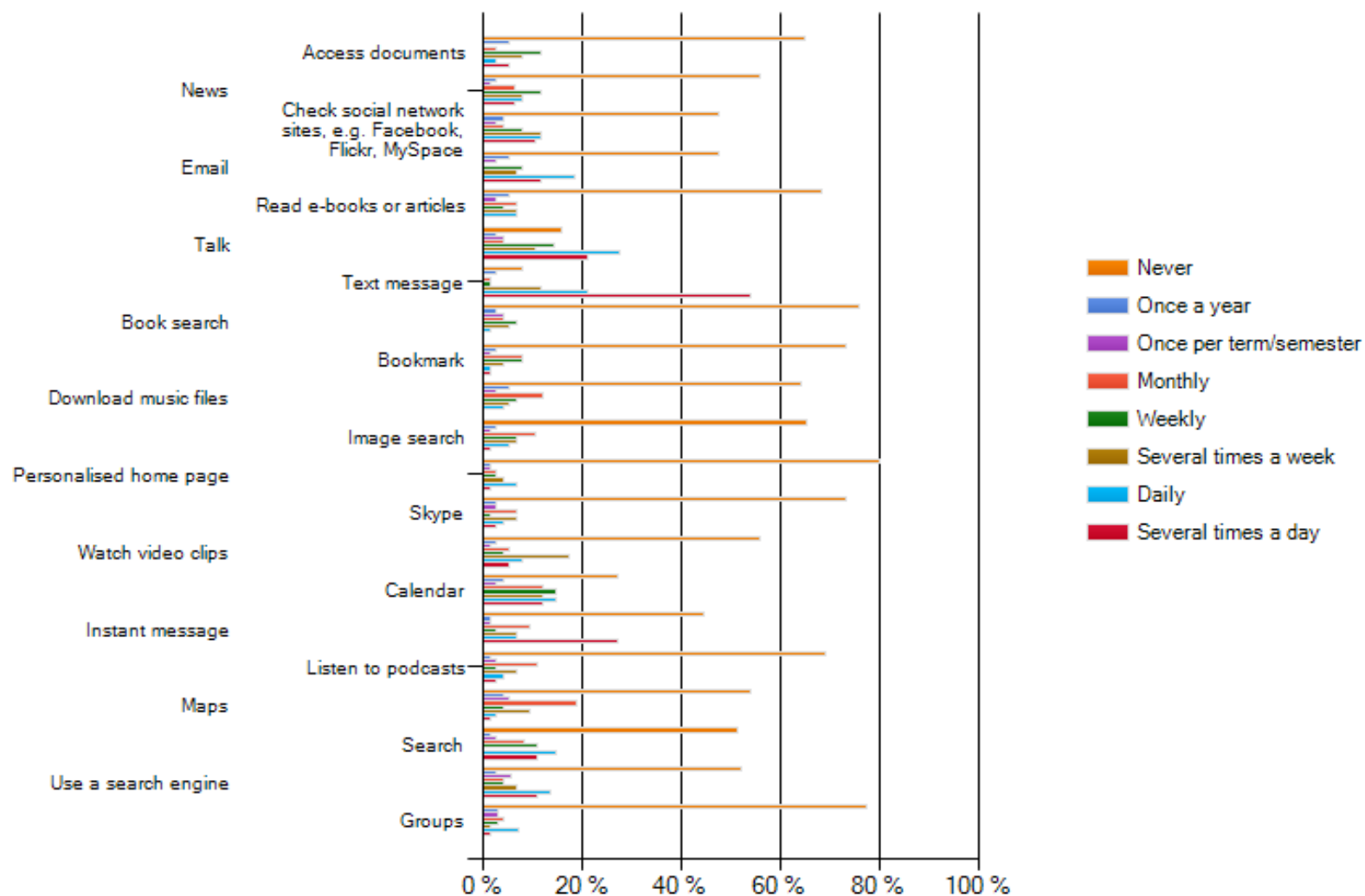
What type of handheld mobile device do you use? (If you use more than one, please indicate the device you use most often)



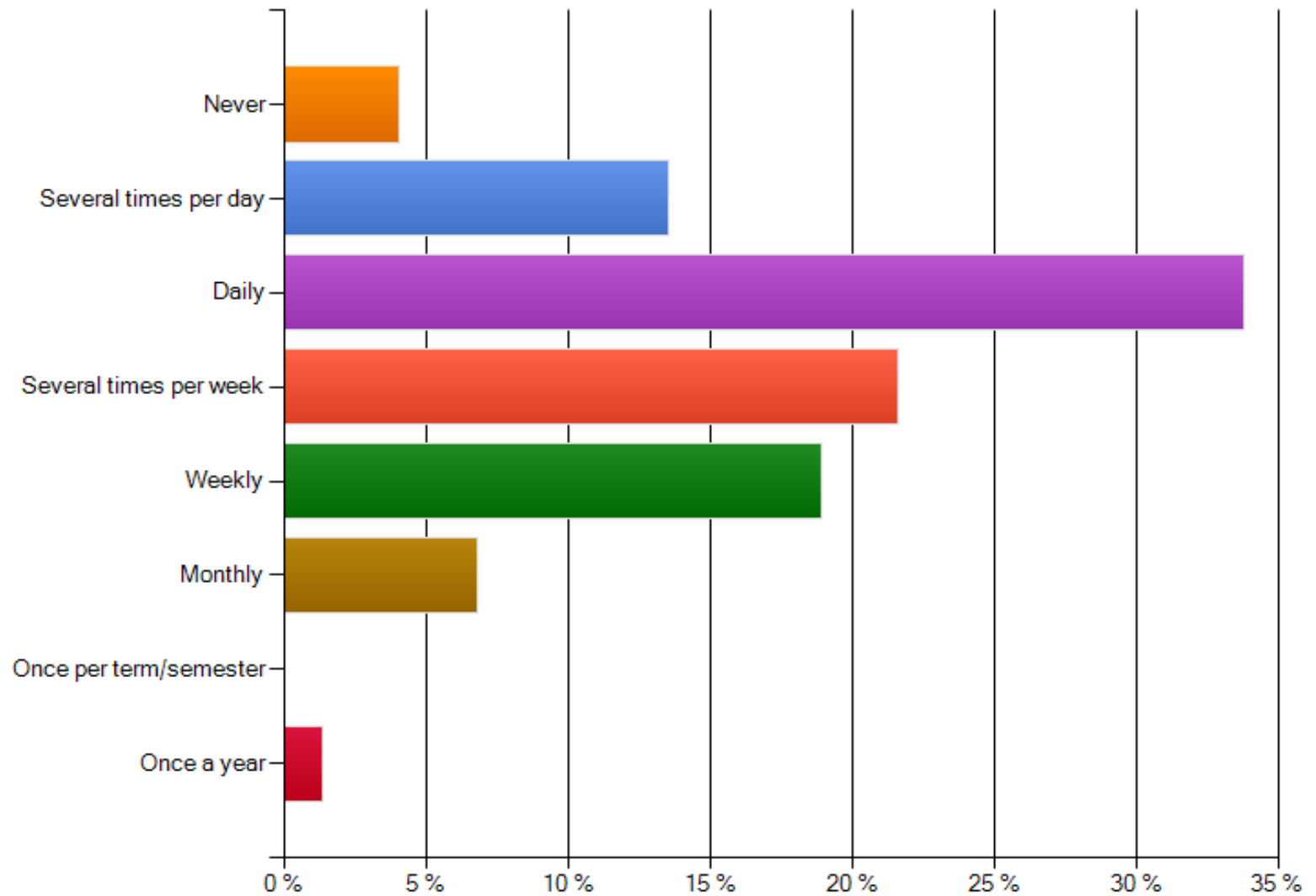
Is your mobile device able to access the Web?



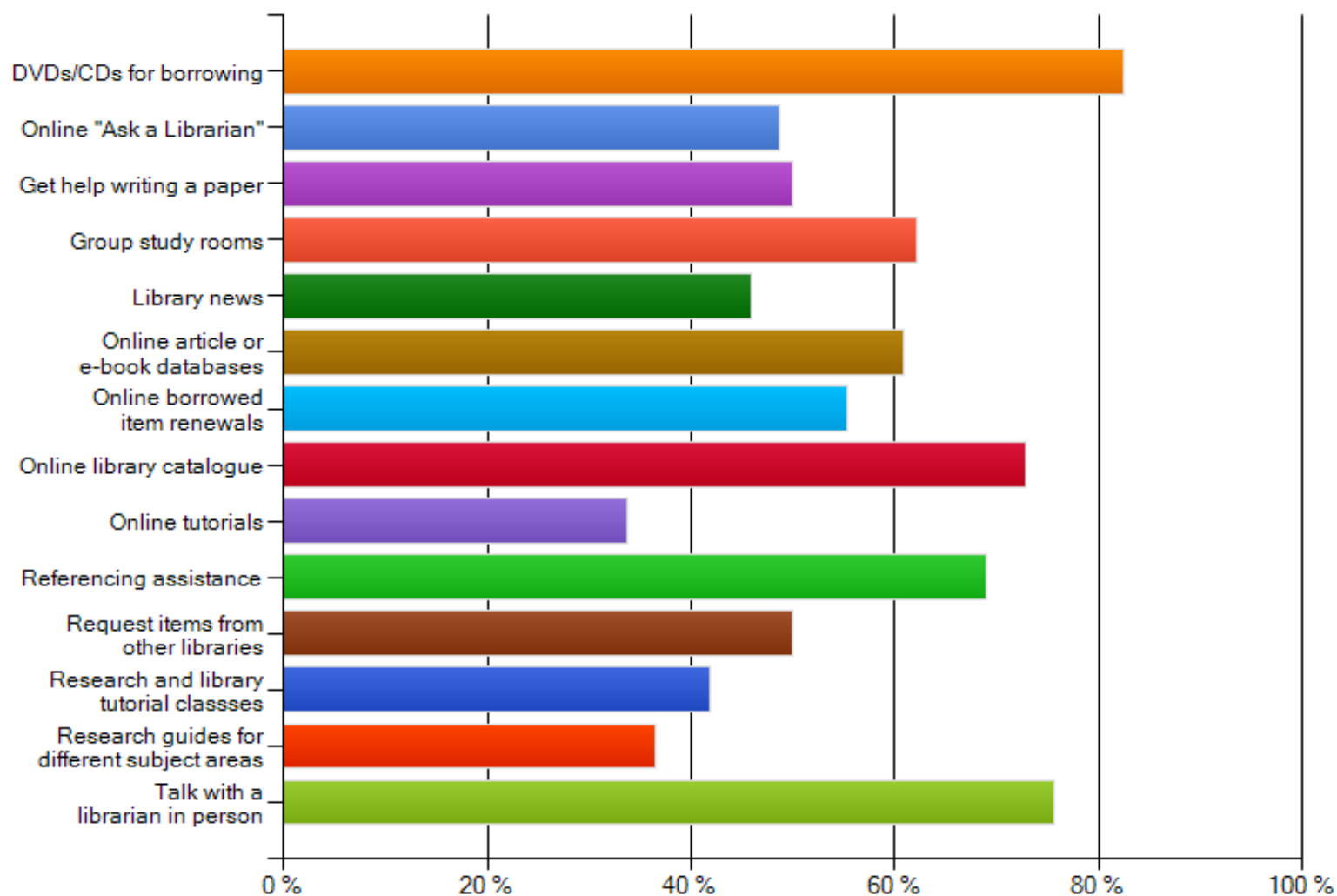
How frequently do you use your mobile device to do the following? Please tick all that apply.



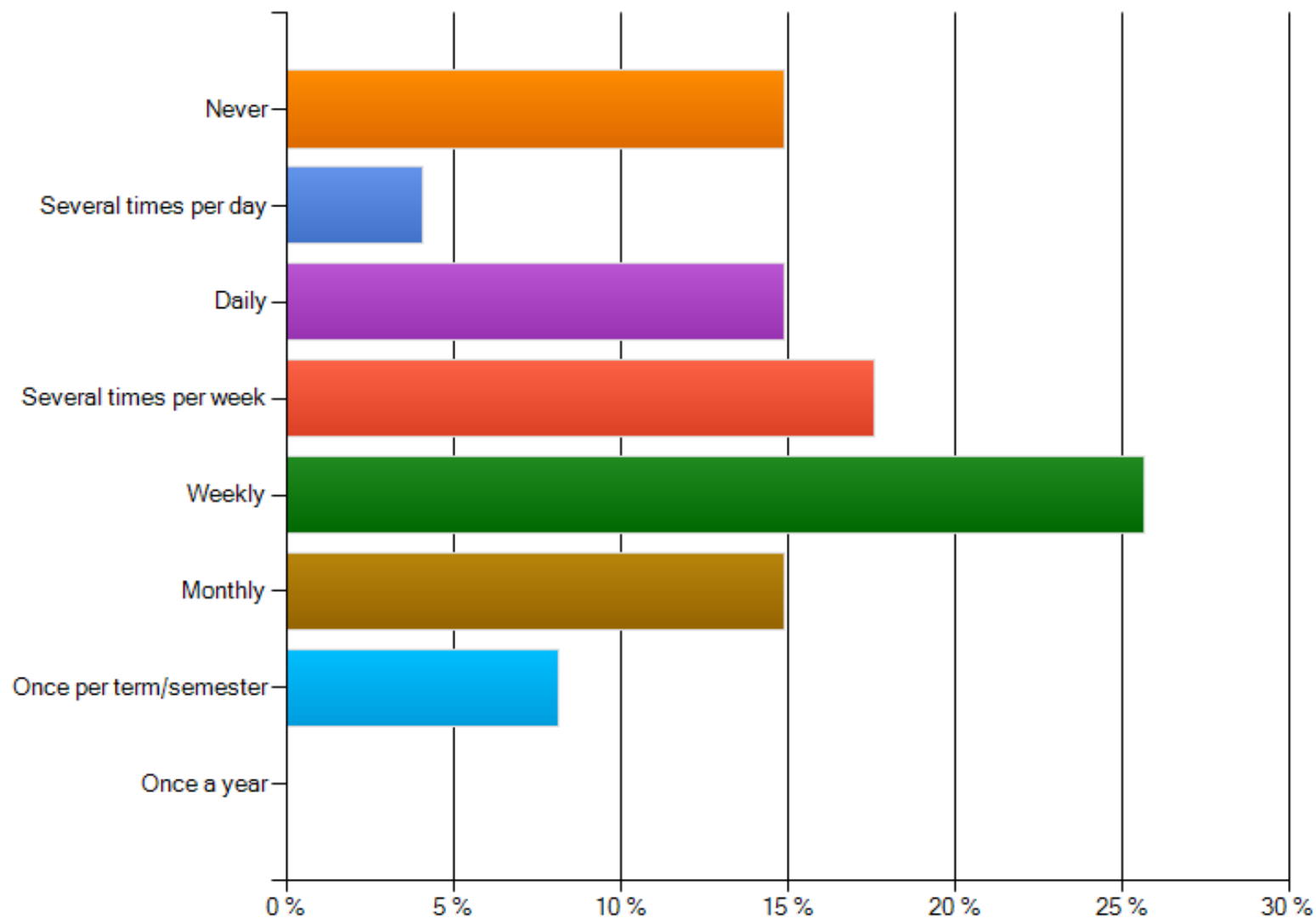
On average, how often do you physically visit the campus library?



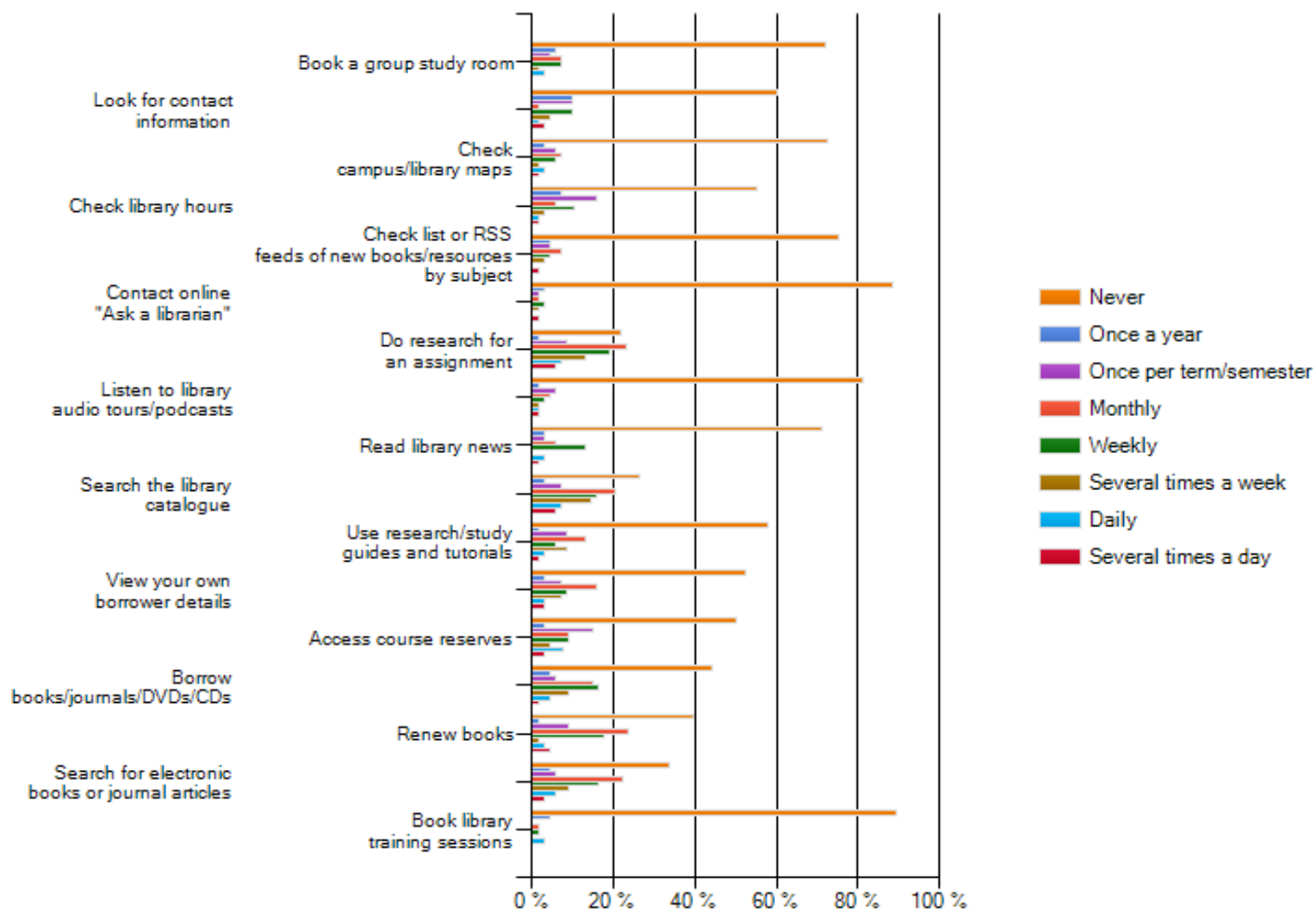
How many of the following options are you aware that your campus library currently offers? Check all that apply.



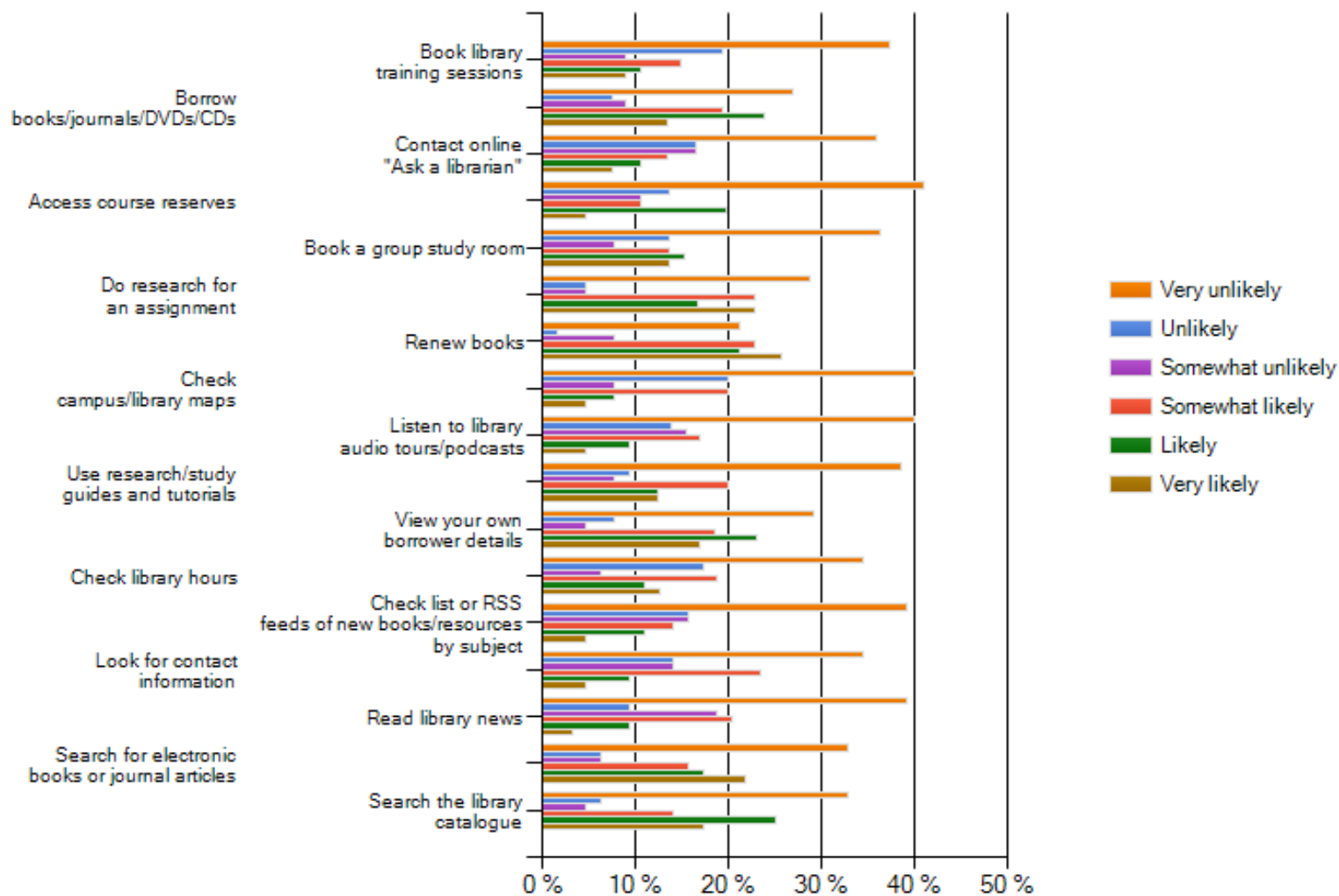
How often do you visit the library website?



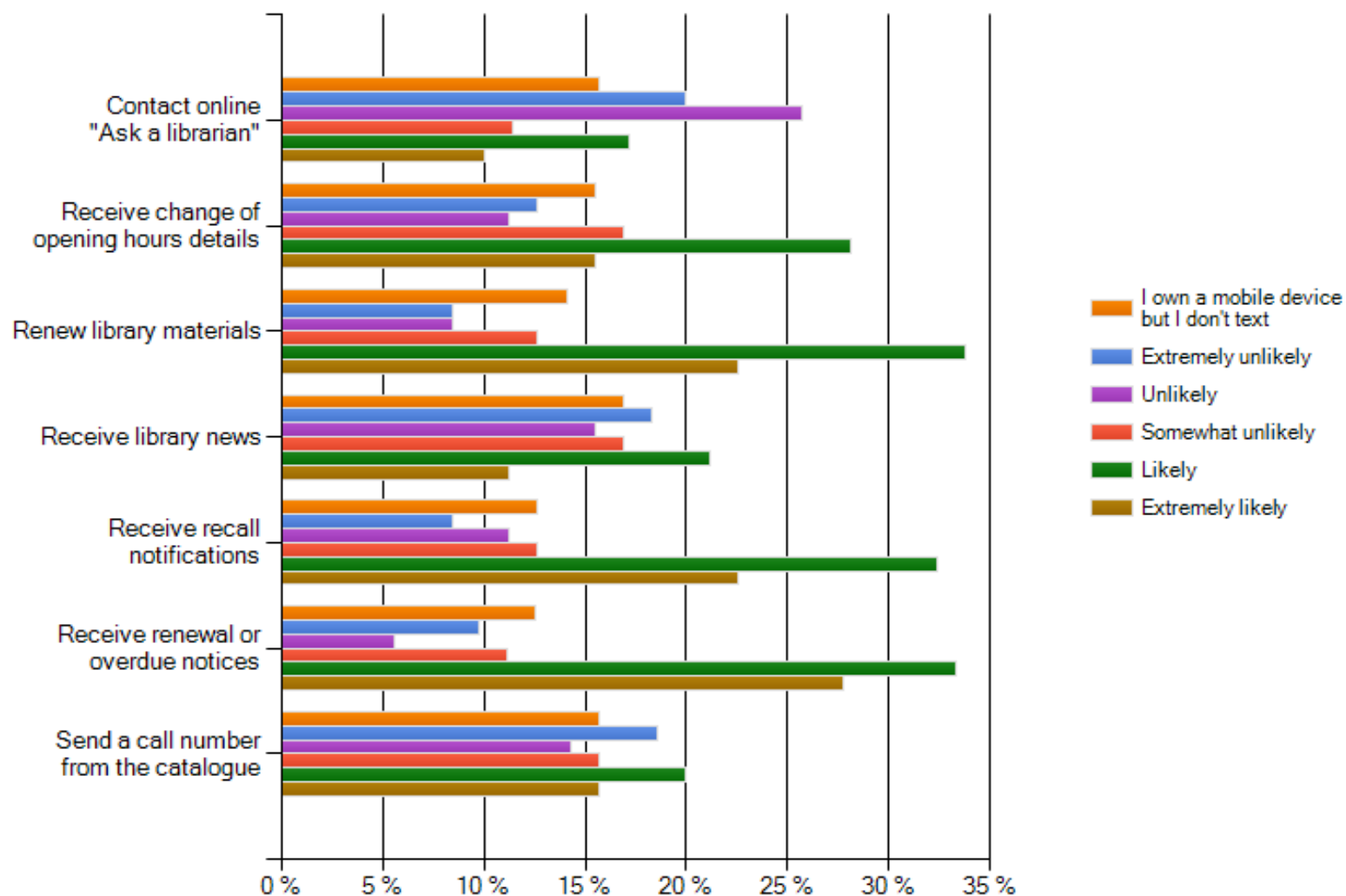
How often do you use the library website to do the following?



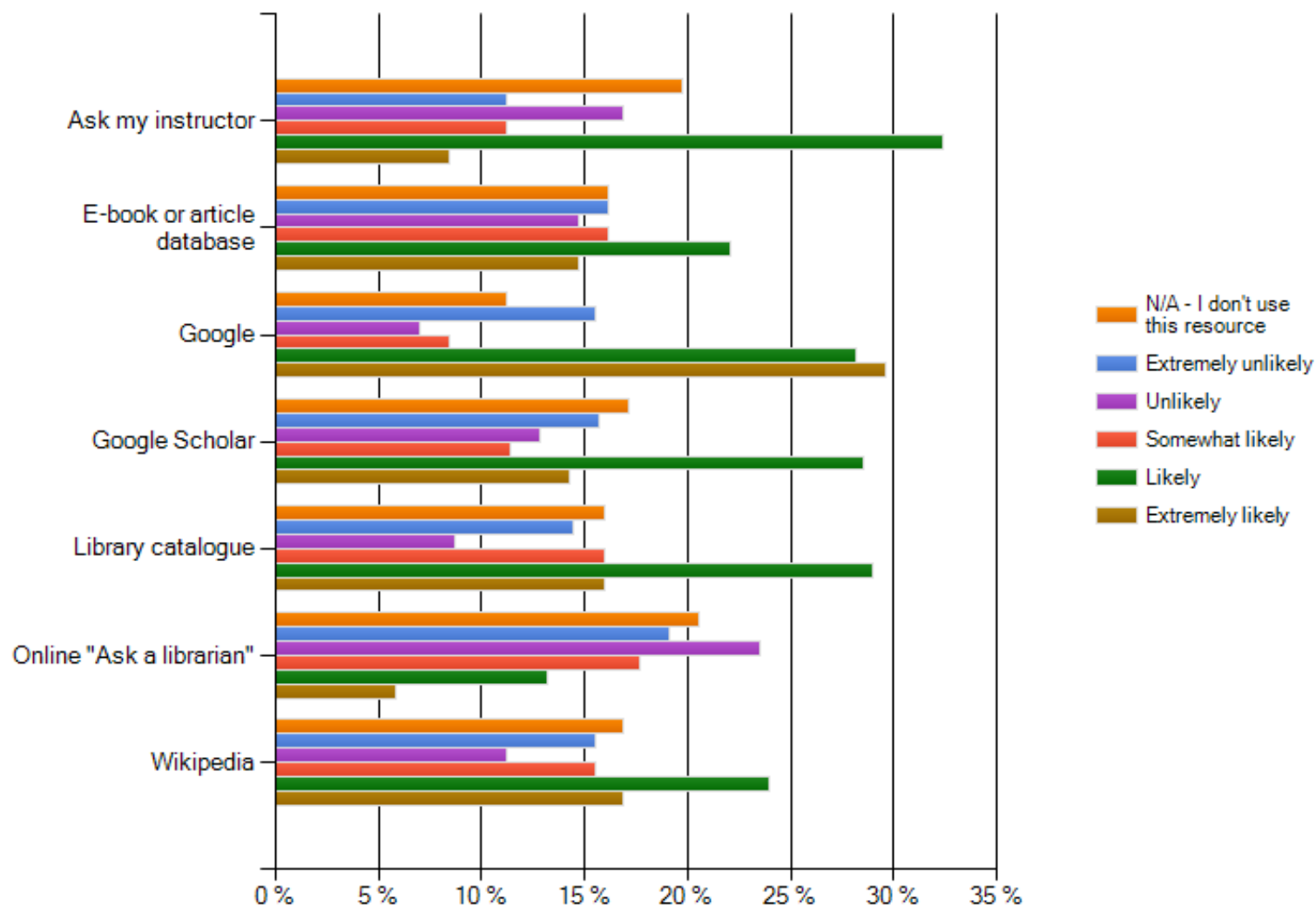
If the following library resources and services were available for mobile devices, how likely would you be to use them?(If you don't own a mobile device, please go to Q. 17)



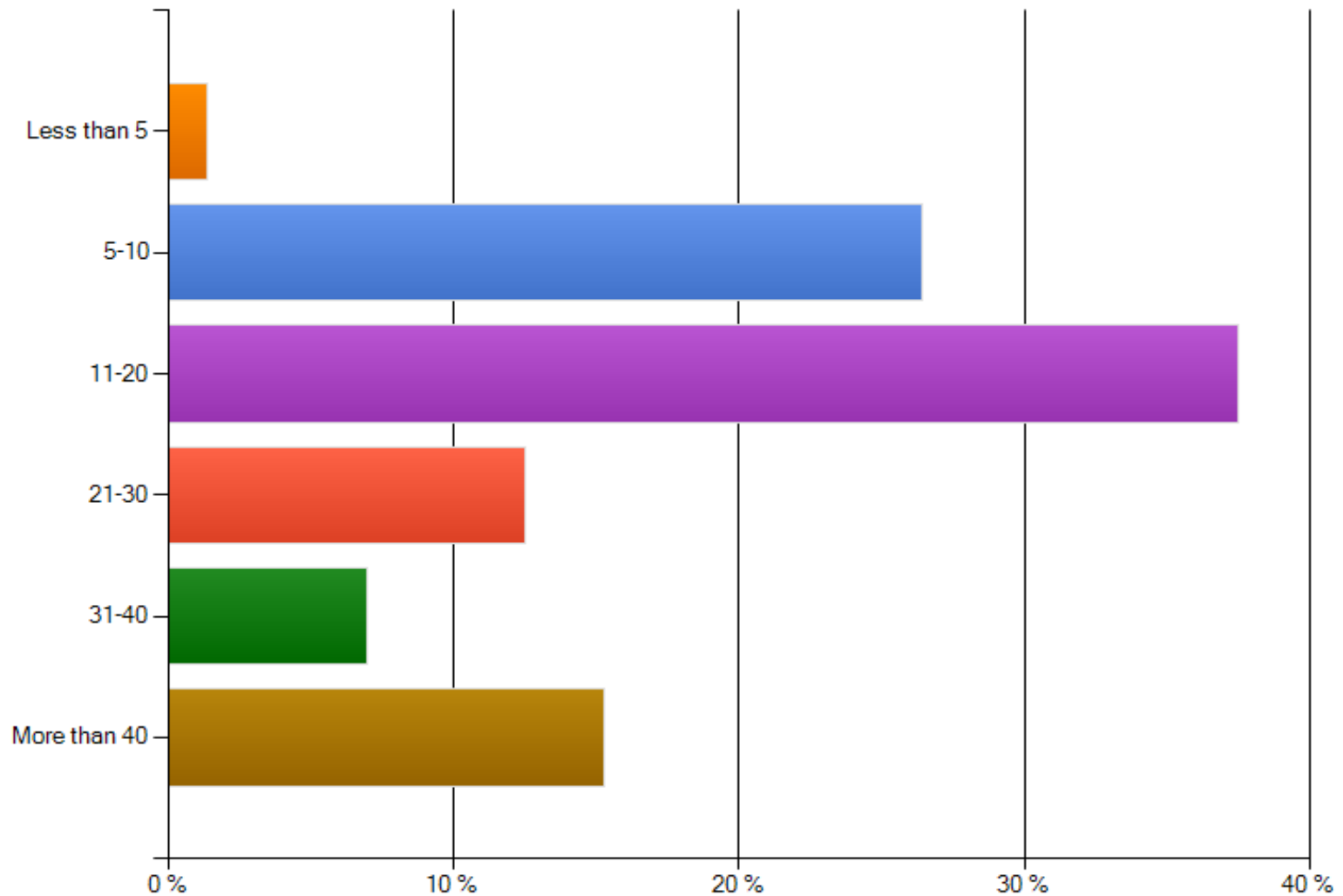
If you own a mobile phone, how likely would you be to use the following TEXT/SMS library services?



If you were using a mobile device, how likely would you be to use the following to start your research for an assignment?



On average, how many hours per week do you spend online?



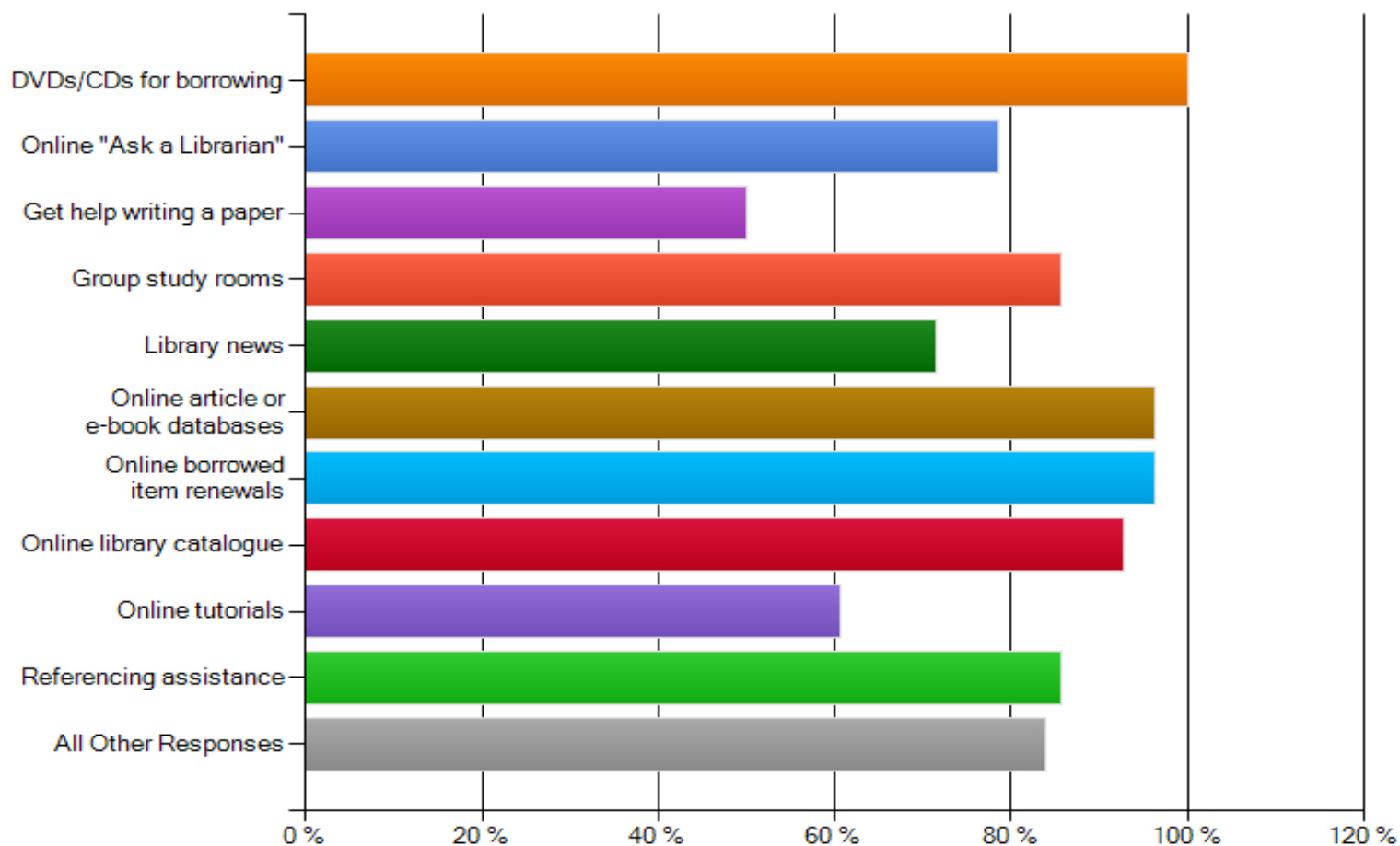
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What m-services would your patrons like to use? How do you know?

What m-services or resources does your library intend to offer within the next 18 months?

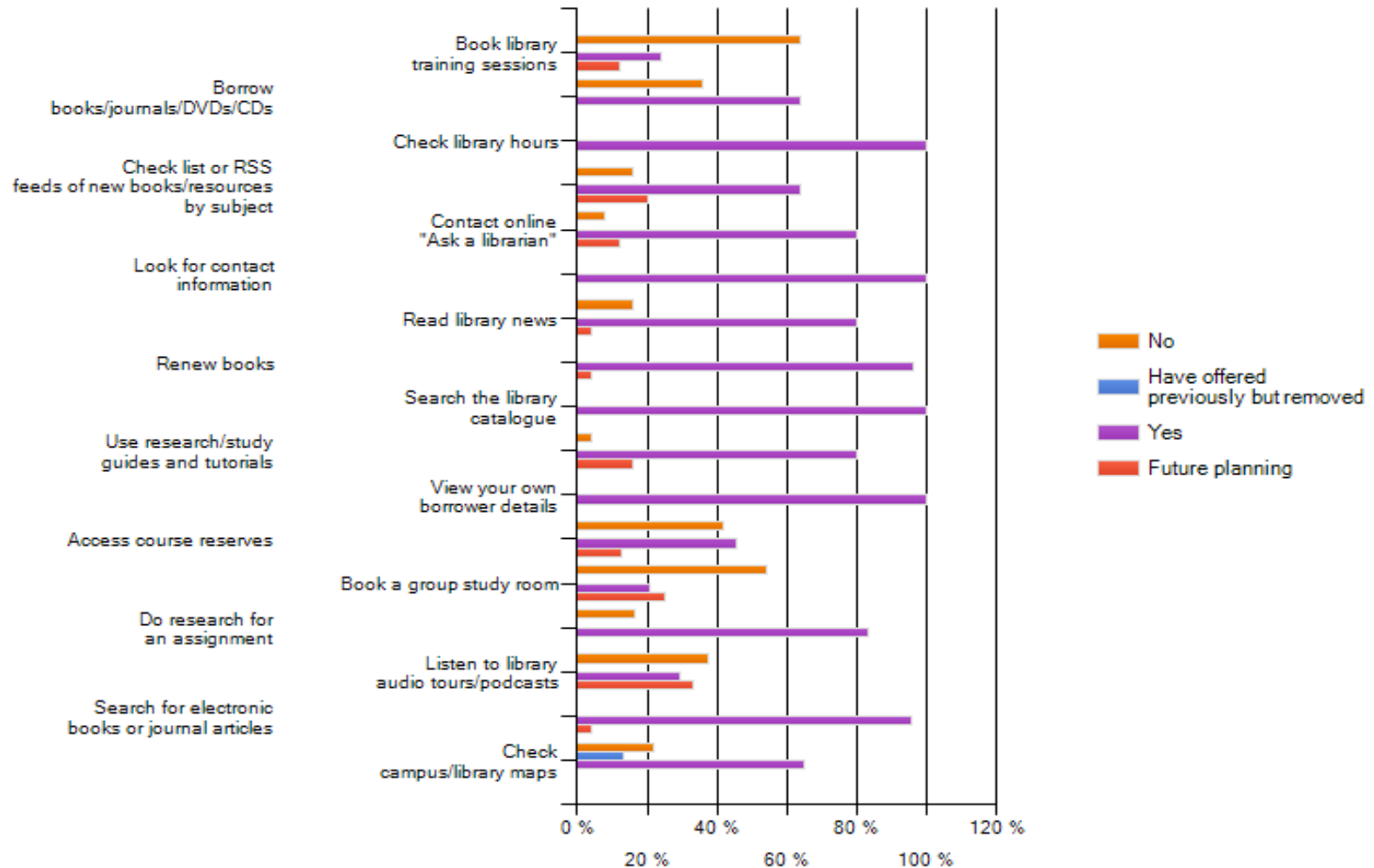
Staff response

How many of the following options does your library currently offer? Check all that apply.



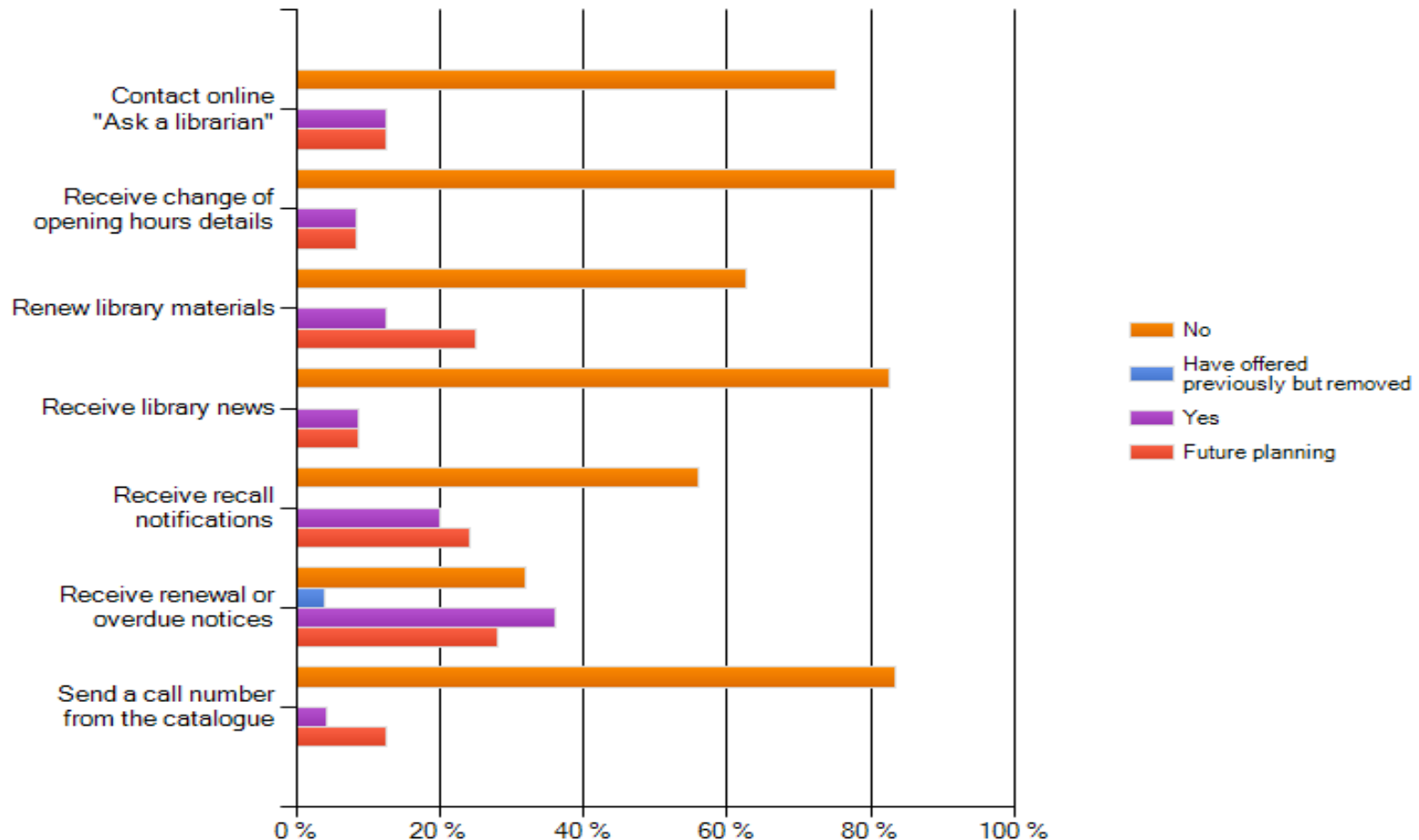
Staff response

Does your library website offer the following?



Staff response

Are the following TEXT/SMS library services available?



What does this mean?

1. 80% students own a cell phone, 77% have internet access
2. At least daily 21% access social network sites, 48% talk, 75% text, 1.3% do a book search, 6.6% read e-books/articles
3. When using the library website – 29% access the catalogue never/once a year, 13% at least daily

What does this mean?

4. With a m-device – 39.1% are unlikely to search the catalogue, 42.2% are likely; 36.9% are unlikely to access their borrower details, 40% are likely

5. For library texting services – 17% are unlikely to renew materials, 63.3% are likely; 32.7% are unlikely to send a call number from the catalogue, 35.7% are likely; 15.3% are unlikely to receive renewal/overdue notices, 61.1% are likely

What does this mean?

Students studying at TAFE/ITP show similarities in m-device use of library services in comparison to university students surveyed.

Their current usage involves social networking sites, library services are not well used, although there is interest in some mobile services that “make life easier” e.g. overdue/recall notices, renewing materials and sending call numbers.

What does this mean?

There was lack of interest in accessing course reserves, listening to library audio tours/podcasts, checking RSS feeds, library maps, using research/study guides and tutorials.

This may change. But know your students before committing resources to service development.

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